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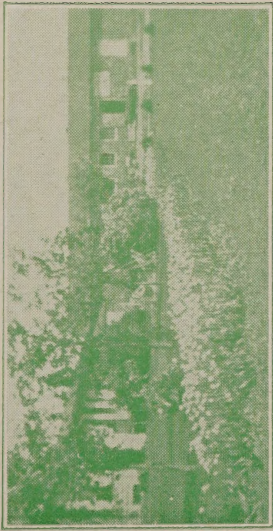


# WATERLOO BULB FARMS

*Ray V. Moss*

Waterloo, Iowa

Return Postage Guaranteed



# BULBS

Sec. 562 P. L. & R.

ENTERED  
MAIL

★ APR 7 1942 ★

U. S. Department of Agriculture

U. S. Dept. of Agriculture  
Bureau of Plant Industry  
Washington, D. C.

**This is Your New Price List**

# Gladiolus Wholesale Prices

(F. O. B. WATERLOO)

Priced per 100, 25 or more at 100 rate, 1000 at 8 times the hundred rate. Quantity prices are sent carrying charges collect; if you order other bulbs at prepaid prices we will add enough bulbs to cover postage and send all collect if you permit us.

**BULB SIZES ARE LARGER THAN SIZE MENTIONED**

	No. 1 1½ in.	No. 2 1¼ in.	No. 3 1 in.	No. 4 ¾ in.	No. 5 ½ in.
ALBANIA .....	1.60	1.40	1.00	.80	.60
APRICOT GLOW .....	1.60	1.40	1.00	.80	.60
BAGDAD .....	1.60	1.40	1.00	.80	.60
BETTY COED .....	2.00	1.60	1.40	.....	.....
BETTY NUTHALL .....	1.60	1.40	1.00	.80	.60
BLEEDING HEART .....	2.40	2.00	1.60	.....	.....
BREAK O'DAY .....	1.60	1.40	1.00	.80	.60
BRIGHTSIDES .....	2.00	1.60	1.40	1.20	.90
CARA MIA .....	1.60	1.40	1.00	.80	.60
CARDINAL PRINCE .....	2.00	1.60	1.40	.....	.....
CARMEN SYLVIA .....	2.00	1.60	1.40	.....	.....
CHERRY RED .....	2.00	1.60	1.00	.80	.60
CORONATION .....	1.60	1.40	1.00	.80	.60
CREAM CUPS .....	2.00	1.60	.....	.....	.....
DEBONAIRE .....	2.00	1.60	1.40	1.20	.90
DELICACY .....	2.00	1.60	.....	.....	.....
DR. BENNETT .....	2.40	2.00	1.60	.....	.....
REAM .....	2.00	.....	.....	.....	.....
DUCHESS OF YORK .....	2.40	2.00	.....	.....	.....
EARLY DAWN .....	1.60	1.40	1.00	.....	.....
EARLY MELODY .....	2.40	2.00	1.60	.....	.....
EDITH ROBSON .....	2.40	2.00	1.60	.....	.....
E. J. SHAYLOR .....	2.00	1.60	1.40	.....	.....
ENIGMA .....	2.00	1.60	1.40	.....	.....
FLAMING SWORD .....	1.60	1.40	1.00	.....	.....
GATE OF HEAVEN .....	2.00	1.60	1.40	.....	.....
GAY HUSSAR .....	1.60	1.40	1.00	.....	.....
GIANT NYMPH .....	1.60	1.40	1.00	.....	.....
GOLD .....	2.00	1.60	1.40	.....	.....
GOLD BUG .....	2.00	1.60	1.40	1.20	.90
GOLD EAGLE .....	1.60	1.40	1.00	.80	.60
GOLDEN CUP .....	2.00	1.60	1.40	.....	.....
GOLDEN POPPY .....	2.00	1.60	1.40	1.00	.80
GOLDEN SLIPPERS .....	2.00	1.60	1.40	.....	.....
HELGA .....	1.60	1.40	1.00	.....	.....
HOOSIER PEARL .....	2.00	1.60	1.40	.....	.....
ILLUMINATOR .....	2.00	1.60	1.40	.....	.....
JENNY LIND .....	2.00	1.60	.....	.....	.....
KING ARTHUR .....	2.40	2.00	1.60	.....	.....
LIBELLI .....	2.40	2.00	.....	.....	.....
LIGHTS OF GOLD .....	2.00	1.60	1.40	.....	.....
LOTUS .....	2.00	1.60	1.40	.....	.....



## Wholesale Price List

LULU .....	2.00	1.60	1.40	1.20	.90
MAGIC .....	2.00	1.60	1.40	1.20	.90
MAUVE MAGIC .....	2.40	2.00	1.60	.....	.....
MAID OF ORLEANS .....	2.00	1.60	1.40	1.20	.90
MARGARET FULTON .....	1.60	1.40	1.00	.80	.60
MARY ELIZABETH .....	2.00	1.60	1.00	.....	.....
MORAVIAN .....	1.60	1.40	1.00	.....	.....
MOROCCO .....	2.00	1.60	1.40	.....	.....
MRS. COOLIDGE .....	2.00	1.60	1.40	.....	.....
MRS. MEEKER .....	2.00	1.60	1.40	.....	.....
MRS. PENDLETON .....	2.00	1.60	1.40	.....	.....
MISS MUSKEGON .....	2.40	2.00	.....	.....	.....
NANCY HANKS .....	1.60	1.40	1.00	.....	.....
OLIVE GOODRICH .....	2.40	.....	.....	.....	.....
OSALIN .....	1.60	1.40	1.00	.....	.....
PARADISE .....	2.00	1.60	1.40	.....	.....
PELLEGRINA .....	2.40	2.00	1.60	.....	.....
PIERIAN .....	2.00	1.60	1.40	.....	.....
PICARDY .....	1.60	1.40	1.20	.80	.60
PIPPEN .....	1.60	1.40	1.00	.....	.....
PRIMROSE .....	2.00	1.60	1.40	.....	.....
PRIMROSE PRINCESS .....	2.00	1.60	1.40	.....	.....
PRIDE OF WANAKAH .....	1.60	1.40	1.00	.....	.....
PURPLE SPOT .....	2.00	1.60	1.40	.....	.....
QUEEN OF BREMEN .....	1.60	1.40	1.00	.80	.60
QUEEN HELEN .....	2.00	1.60	1.40	.....	.....
QUEEN MARY .....	2.00	1.60	.....	.....	.....
RAPTURE .....	2.00	1.60	1.40	.....	.....
RED PHIPPS .....	2.40	2.00	1.60	.....	.....
REVERIE .....	2.00	1.60	1.40	.....	.....
RIDEAU .....	2.00	1.60	1.40	.....	.....
ROMANCE .....	2.00	1.60	1.40	.....	.....
SCARLET PRINCEPS .....	2.00	1.60	1.40	.....	.....
SCHWABEN GIRL .....	2.00	1.60	1.40	.....	.....
SEÑORITA .....	1.60	1.40	1.00	.....	.....
SHIRLEY TEMPLE .....	2.60	2.00	1.60	.....	.....
SOUTHERN CROSS .....	2.00	1.60	1.40	.....	.....
SPLENDORA .....	2.40	2.00	1.60	.....	.....
SPIRIT OF ST. LOUIS .....	2.00	1.60	1.40	.....	.....
STAR LILY .....	2.00	1.60	1.40	.....	.....
SYMPHONY .....	2.00	1.60	1.40	.....	.....
SUNNYMEDE .....	2.00	1.60	1.40	.....	.....
TAURUS .....	2.00	1.60	1.40	1.20	.90
THE ORCHID .....	2.00	1.60	1.40	1.20	.90
VAGABOND PRINCE .....	2.80	2.20	2.00	.....	.....
VIOLA GEM .....	2.00	1.60	1.40	.....	.....
WASGA .....	2.00	1.60	1.40	.....	.....
WHITE BUTTERFLY .....	2.00	1.60	1.40	.....	.....
YELLOW EMPEROR .....	2.00	1.60	1.40	.....	.....
ZONA .....	2.00	1.60	1.40	.....	.....



# ORDER BLANK

# WATERLOO BULB FARMS

Ray V. Moss

WATERLOO, IOWA

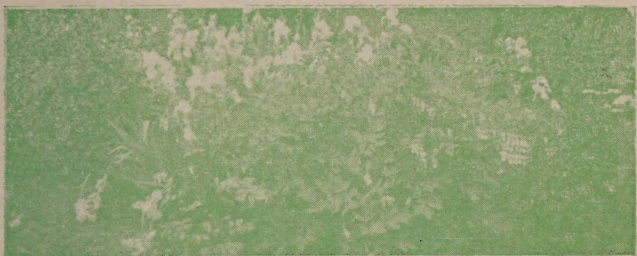
Please write plainly

SHALL WE SUBSTITUTE? If cannot supply kind ordered, shall we send another, subject to your approval?

Please give names and addresses of friends who like glads.







## VISIT OUR GARDENS

We are located one and one-half miles S. E. of the Waterloo City limits on Highway 218.

You are always welcome to visit our gardens. Come any time — in the spring when tulips, iris, and peonies are in bloom; later, from July 15 to frost, we have acres of gladiolus and dahlias blooming.

The best way to select new varieties for your garden is to see them growing. We also have many perennial and annual plants which are very interesting. You are under no obligation to buy.

We also do a complete florist business during the summer season, furnishing flowers for any occasion—wedding, funeral designs, and so on.

### **Special Iris Iris Special**

12 Beautiful Iris—Value over \$2.00. Labeled \$1.00. Unlabeled \$1.00, postpaid to you. Iris are shipped July 1. You may order them now and we will send C. O. after July 1.

### **Mexican Tuberoses**

Tall stiff stems, pure white flowers. Single, very fragrant. Free bloomers. Two roots for 15c; dozen, 75c.

### **Day Lilies**

Tall delicate, lily-like orange blooms, 6 to 12 open successively on each spike. Blooms in July and August. 6 for 30 cents; 12 for 50 cents.

### **Your Money Back If Not Satisfied**

If any bulb or root obtained from us is not O. K. in every way or what you have a right to expect you may return them at once and we will refund all they cost you. You must be satisfied in every way.

### **Grow Flowers For Morale**

Our Authorities say that flowers should be grown as usual, that it is not necessary to plow up our lawns and flower gardens to raise war gardens. So grow all you can, save your bulbs for labor shortage will surely curtail the growing of all flower bulbs and seeds by large growers.

For obvious reasons we have condensed this list as much as possible. We feel that most of the varieties are well enough known to glad fans, others we say that the glads we sell have proven superior in the garden, the show room and as commercial cut flowers.







# EXTRISTRONG Prize Winning Gladiolus

Prepaid Direct To You - -

(Prices in this list (except where noted) are Large bulbs, over 1¼ inch, 2 for 12c, 10 for 50c. Medium bulbs 10 for 35c. 3 or more bulbs at 10 rate. No item less than 10c. Do not order more than one variety to make up quantity price. Above prices include delivery charges to you. For larger amounts see our wholesale list elsewhere in this circular.

## WE WIN with WHITE and CREAM

ALBANIA—Pure white  
ARIADNE—Tall blotched white (Each 10c—10 for 80c)  
BETSY BOB-UP—Cream  
CARMEN SYLVIA—Lily-like white  
CHALCE FLOWER—Bluish cream  
CREAM CUPS—Creamy white  
FLORENCE WINTER—Cerise-throated white  
HELEN WILLS—Clear white

LOTUS—Waxy white

MAID OF ORLEANS—Best white, good always

MAGNA BLANC—Tall creamy white

MAMMOTH WHITE—Immense white

MARY ELIZABETH—Tall stately white, yellow throat

MIBLOOM—Soft white

PRIMROSE—Small lemon white

SHRLEY TEMPLE—New large ruffled cream (Large, 2 for 15c, 10—60c; Med., 10 for 45c)

STAR LILY Ruffled sulphur cream

WHITE BUTTERFLY—Slender white cream

## Buff Or Apricot

APRICOT GLOW—Tall grower

CADILAC—Tall golden apricot

CORONATION—Very good salmon yellow

DUNA—Creamy pink

LULU—Creamy buff

PARADISE—Tall buff

RAPTURE—Tall, creamy throat

SMILING MAESTRO—Rich orange salmon

WASAGA—Tall buff, wide open blooms

## PINKS Please Particular People

BLEEDING HEART—Large red blotch; Bon-neville, pleasing pink

BREAK O' DAY—Lafrance pink

CARA MIA—Deep shrimp pink

DEBONAIR—Tall, late

DELICACY—Small decorative

GIANT NYMPH—Large commercial

GOLDEN SLIPPERS—Yellow and pink

HOOSIER PEARL—Blush pink

LADY LORENE—Decorative

LAUGHTER—flesh color

MA'DEN'S BLUSH—Dainty light pink

MISS ALAMFDA—Deep pink

MRS. C. COOLIDGE—Soft cameo

NEW ERA—Eosine pink, 8 to 10 open, best spike Iowa State Show 1941. (Large, 2 for 15c, 10 for 60c)

OLIVE GOODRICH—Wide open blooms

QUEEN HELEN II—Large heavy pink

REVERIE—Excellent pink

RIMA—New rose and lilac blend. (Large, 10c each, 10 for 80c)

SCHWABEN GIRL—Pure pink

SCHENECTADY—Heavily pink

SWEETHEART—White edge

SYMPHONY—Pure light pink

YVONNE—Flesh color

## Salmon Pink

BETTY NUTHALL—Late, very good

JENNY LIND—Cream throat

MARGARET FULTON—100% all ways, reliable, coral pink

PICARDY—The glad everyone loves

TOKEN—Heavy ruffled salmon

ZONA—Deep salmon rose

## DARK PINK

BETTY COED—Creamy pink

EARLY DAWN—Geranium pink

F. J. McCOY—Immense pink

HELGA—Strong, dependable salmon

LOS ANGELES—Good cut flower, blotched

OSSOLIN—Coral pink

MRS. FRANK PENDLETON—Blotched rose

PHYLLIS McQUISTIN—Large rose

PIPPIN—Coral pink

WINGED VCTORY—Immense tall pink

## Do You Yearn for Yellow and Gold

BRIGHTSIDES—Canary yellow

BUTTERFLY—Dark butterfly blotch

GATES OF HEAVEN—Ruffled yellow

GOLD—Clear yellow

GOLD BUG—Ruffled gold

GOLD EAGLE—Deep clear yellow

GOLDEN CHIMES—Good soft yellow

GOLDEN CUP—Deep yellow

GOLDEN DREAM—Tall deep yellow

GOLDEN POPPY—Rich yellow

LIGHTS OF GOLD—Ruffled creamy salmon

LOYALTY—Very fine yellow

PIERIAN—Laccinated canary yellow

RUFFLED GOLD—Pleasing yellow

PRIMROSE PRINCESS—Light yellow

YELLOW EMPEROR—Rich yellow

YELLOW FRILLS—Very ruffled

YELLOW PERFECTION—Large yellow

ZILLAH—Tall Massive yellow

## Our Outstanding Oranges

ACHILLES—Orange red

ALICE TIPLADY—Orange saffron

BETTY BROWN EYES—Orange, maroon blotch

## Mrs. Moss' Gladiola Collections



### The Exhibition Collection

The following collections have been so popular in past seasons the we include them again this season. Just mention the collection wanted and size of bulbs.

12 Varieties—3 Bulbs Each  
Bagdad, Coronation, Debon-air, Early Dawn, Golden Flame, Lotus, Maid of Orleans, Mauve Magic, Orange Princess, Picardy, Southern Cross, and Yellow Emperor

36 Lg. Bulbs, prepaid...\$1.50  
36 Med. Bulbs, Prepaid 1.00

## The Blue Novelty Collection

12 Varieties—3 Bulbs Each

AVE MARIA, BAGDAD, DUCHESS OF YORK, RIDEAU, LIBELLE, MAUVE MAGIC, MOTHER MACHREE, MAGIC, QUEEN OF BREMEN, ROYAL PURPLE, TAURIS AND VIOLA GEM

36 Large Bulbs Prepaid .....\$1.50  
36 Medium Bulbs, Prepaid ..... 1.00

## The Decorative Collection

12 Varieties—3 Bulbs Each

BETTY COED, CARA MIA, DELICACY, DREAM, LULU, MORAVIAN, QUEEN OF BREMEN, SCHWABEN GIRL, STAR LILY, THE ORCHID, WASAGA, AND WHITE BUTTERFLY

36 Large Bulbs, Prepaid .....\$1.50  
36 Medium Bulbs, Prepaid ..... 1.00

## THE RUFFLED COLLECTION

12 Varieties—3 Bulbs Each

CAESAR, CRINKLES, DREAM, E. J. SHAYLOR GOLD BUG, GOLDEN SLIPPER, LIGHTS OF GOLD, MARY ELIZABETH, MORAVIAN, STAR LILY, ZILLAH, AND ZONA

36 Large Bulbs, Prepaid .....\$1.50  
36 Medium Bulbs, Prepaid ..... 1.00

—●—  
ANY TWO OF ABOVE COLLECTIONS, Large Bulbs \$2.75  
ANY THREE .....\$4.00 ANY FOUR .....\$5.00  
ANY TWO OF ABOVE MEDIUM BULBS ..... 1.75  
ANY THREE MED. ....\$2.50 ANY FOUR MED. .... 3.25

CALIFORNIA SUNSHINE—Orange yellow

GAY HUSSAR—Orange scarlet

GOLDEN FLAME—Tall orange

HALLOWE'EN—Orange

LUCIFER—Bright orange scarlet

J. H. McFARLAND—Tall golden ophelia

NANCY HANKS—Apricot orange

OLIVE MARIE BROWN—Small, dec., many open

ORANGE DELIGHT—Orange

ORANGE SOVEREIGN—Orange buff

ORANGE WONDER—Tall, dark

SENOBITA—Large flowered orange

SPIRIT OF ST. LOUIS—Orange saffron

SUNNYMEDE—Striking small orange

## Lavenders Lovely Ladies Love

BEOWOLF—Outstanding lavender (Large, 10c each, 10 for 80c)

BERTY SNOW—One of the best

COLONIAL MAID—Tall, many open, (each Large 15c, 10 for \$1.25)

DR. MOODY—Lght lavender

EARLY MELODY—Tall lavender

GERTRUDE SWENSON—Fine tall lavender (Large, 2 for 15c; 10 for 60c)

HIGH NYE—Tall rose lavender

JANE WITHERS—New charming decorative lavender (each 50c)

KING ARTHUR—Deep rose ruffled

MAGIC—Small decorative lavender blue

MARY JANE—Silvery lavender

MAUVE MAGIC—Good mauve

MINUET—Best of the lavenders

MORAVIAN—Ruffled lavender

PRIDE OF WANAKAH—Rose lavender

QUEEN OF BREMEN—Fine early lavender

THE ORCHID—Laccinated lavender

VEILCHENBLAU—Large dark blue

## Scarlets Some Sparkling Specimens

CAESAR—Very ruffled

DR. BENNETT—Bright scarlet

FLAMING METEOR—Large bright red

PFITZER'S TRIUMPH—Brilliant scarlet

RED PHIPPS—Self color, straight spike.

RED ADMIRAL—Early scarlet

SCARLET PRINCEPS—Favorite scarlet

WURTENBERGIA—Cream blotch

## Reds Reign Royally

AMADOR—Good straight spike

BEACON—Red salmon (2 for 15c, 10 for 60c)

BILL SOWDEN—Large rich red

CARDINAL PRINCE—Early red

CHERRY RED—Early commercial

FLAMING SWORD—Bright red

ILLUMINATOR—Brilliant carmine

ORANGE PRINCESS—Pleasing orange red

RECOVERY—Tall salmon rose

SCARLANO—Early velvety red

SOUTHERN CROSS—Large deep red

## Dark Rose

ADIRONDACK—Massive rose red

CRINKLES—Extremely ruffled, like a rose, (L. 2 for 15c; 10 for 60c; M. 10 for 40c)

DEW OF HEAVEN—Rich deep rose

DREAM—Ruffled geranium red

DR. SHOOK—Ruffled tyrian rose

EDITH ROBSON—Tall salmon rose, red blotch

GORGEOUS—Rich rose red

JOE COLEMAN—Ruffled dark red

MISS MUSKEGON—Dark velvety rose

MRS. A. MEEKER—American Beauty rose

RED LORY—Purplish blotch, (Large, 2 for 15c, 10 for 60c)

ROSE MIST—Old rose

WILLIAM BOOTH—Tyrian rose

## Dark Red

BLACK OPAL—Big deep red (L. 2 for 25c, 10 for \$1.00)

CIRCE—Tall deep red

DUSKY—Smoky old rose

HUMMER—Deep ruffled

ROQUOIS—Showy red

MOROCCO—Almost black

REWI FALLU—Massive, many open (L.)

SPLENDORA—Deep black red

## Blues That Banish Blues, Violets, Purples

AIDA—Deep violet

AVE MARIA—Large near blue

CHAS. DICKENS—Radiant purple (L. 2 for 15c, 10 for 60c)

GLORIOUS MARY—Reddish purple

LIBELLE—Heliotrope blue

PELLEGRINA—Deep blue

PURPLE SPOT—Violet red

TAURUS—Dec. purple

ROYAL PURPLE—Tall slender spike

VIOLA GEM—Deep violet

## Smokies and Novelties

AMBROSIA—Smoky rose

BAGDAD—Tall rose

BROWN WINGS—Brown and tan

DUCHESS OF YORK—Novelty

ENIGMA—Reddish yellow

GOLDEN BROWN—Chocolate brown

HINEMOA, novelty rose and chocolate

IRAK—Old rose (L. 2 for 15, 10 for 60c)

LONDONDERRY—Immense bronze

MARMORA—Gray lavender

MOTHER MACHREE—Soft smoky lavender

OUR SELECTION—Old rose

RIDEAU—Smoky salmon

ROBERT THE FIRST—Ruffled rose purple

ROMANCE—Blue and salmon rose

VAGABOND PRINCE—New bronze red (L. 2 for 15c, 10 for 60c; Med. 10 for 45c)

ZUNI—Sparkling sillvery-rose (L. 10c each 10 for 80c)



# EXTRISTRONG DAHLIAS

AVALON—Fine yellow ball type .....	.25 each
BONNIE BLUE—Resembles a giant blue Zinnia .....	.25 each
BLUE GIANT—Huge blueish pink .....	.35 each
DWIGHT MORROW—Rich cardinal red .....	.75 each
DOROTHY STONE—Violet rose .....	.75 each
FAIRY—Pleasing pink .....	.35 each
FRAU BRACHT—Primrose yellow, semi cactus .....	.75 each
ELLINOR VANDERVEER—Huge lavender .....	.50 each
GRAF ZEPPELIN—Huge white .....	1.00 each
GOOD NIGHT—Deep maroon .....	.75 each
JAMES KIRBY—Ruby to scarlet .....	.60 each
JANE COWL—Bronze buff .....	.25 each
JERSEY BEAUTY—Soft pink .....	.25 each
JERSEY BEACON—Chinese scarlet .....	.25 each
JERSEY SOVEREIGN—Yellow bycolor .....	1.00 each
JEAN KERR—Lovely white .....	.40 each
KATHLEEN NORRIS—Pink .....	.75 each
KING OF COMMERCE—Orange and yellow .....	.25 each
LETORED—Lovely red .....	.35 each
KING OF YELLOWS—Huge yellow .....	1.00 each
LORD OF AUTUMN—Huge lovely yellow .....	1.00 each
MRS. WARNER—Orchid shade .....	.25 each
MONMOUTH CHAMPION—Large flame .....	.60 each
MAUDE ADAMS—White with lavender edges .....	.50 each
MRS. GEO. BOTILLER—Scarlet red .....	.60 each
OMAR KHAYYAN—Chinese red to orange .....	.50 each
PRIDE OF CALIFORNIA—Semi cactus red .....	.40 each
ROSE FALLON—Pink lavender .....	.60 each
ROBERT E. LEE—Scarlet .....	.50 each
RUBY TAYLOR—Ruby red .....	1.00 each
SAGAMORE—Golden yellow to orange .....	.50 each
WHITE KING—Ball type .....	.35 each
WHITE SWAN—Snowy white .....	.40 each
WHITE WONDER—Very large .....	.50 each
WM. HOGAN—Red tipped with white .....	.60 each

## —POPULAR DAHLIA COLLECTION—

One each Bonnie King, King of Commerce, Mrs. Warner, Pride of California and Yellow Duke named and labeled,

**\$1.40 VALUE SENT POSTPAID FOR \$1.00**

## —SPECIAL BIG SIX COLLECTION—

Six Dahlias, assorted colors, but unlabeled

**Postpaid For Only \$1.00**

## Pom Pom Dahlias

AMERICAN QUEEN—Buff.

BABY ROYAL—Miniature, pink shading to gold, beautiful mahogany foliage.

CARDINAL—Fiery scarlet.

FASHION—Orange.

GOLDEN BEAUTY—Yellow.

INDIAN CHIEF—Red and white.

JOE FETTE—White.

LITTLE RAVID—Deep orange.

MORNING MIST—Miniature, free bloomer, silvery lavender.

ROTHOUT—Miniature, charming dark red.

SNOW QUEEN—Delicate white.

POMPOMS—30c each, any four your choice, labeled and postpaid .....\$1.00

FIVE POMPOMS—our choice, but assorted, labeled and postpaid .....\$1.00